

### CINEMATIC BITES: FOODS FROM YOUR FAVORITE HOLIDAY FILMS A Flavorful Look at the Season's Iconic Treats

In this special edition of the 84.51° Consumer Digest, we're taking a detour from our usual publication to add some festive cheer! The holiday season often includes cozy movie nights and indulging in nostalgic treats, so we thought it would be fun to combine some of our favorite holiday films with related consumer insights. For each classic movie, we dug into the data inspired by iconic holiday foods featured in them, adding a touch of seasonal whimsy.



#### Home Alone - 1990

"Bless the highly nutritious microwaveable macaroni and cheese dinner and the people who sold it on sale. Amen." – Kevin McCallister

Spending Christmas alone after being left behind by his family, young Kevin McCallister set out to enjoy the holiday his way, indulging in food and playful antics. Along with setting clever traps to outwit the home intruders, he takes on surprisingly adult tasks, like doing laundry, preparing meals and even heading to the grocery store.

Many consumers feel inflation has taken a "bite" out of their budgets. With the help of **84.51°'s Stratum Top Products** feature, we determined what Kevin's basket would cost in 2024, compared to 1990 in the movie scene.

#### 1990

- Half-gallon of milk
- Wrappit! Plastic wrap
- Stouffer's Frozen Turkey Dinner
- Snuggle dryer sheets
- Wonder Bread
- 4-pack of Quilted Northern toilet paper
- Kraft Macaroni and Cheese
- Plastic army figurines
- Tide liquid laundry detergent
- Half-gallon of Tropicana orange juice

Kevin spent **\$19.83**  
(after using a \$1 coupon):



#### 2024

- Half-gallon of milk \$1.99
- Wrappit! Plastic wrap \$4.19
- Stouffer's Frozen Turkey Dinner \$3.99
- Snuggle dryer sheets \$4.19
- Wonder Bread \$3.99
- 4-pack of Quilted Northern toilet paper \$8.99
- Kraft Macaroni and Cheese \$3.99
- Plastic army figurines \$17.35
- Tide liquid laundry detergent \$12.99
- Half-gallon of Tropicana orange juice \$4.49

Kevin's basket would cost **\$65.16**  
(after using a \$1 coupon):

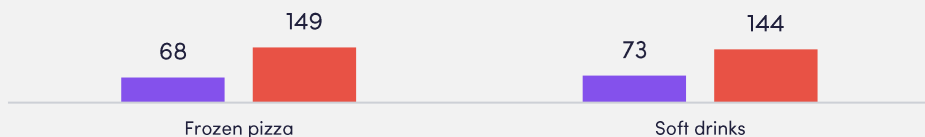


Source: 84.51° Stratum, KPI: Product by Measure, L52 Weeks Ending 10-26-2024, \$ Sales per HH

"A lovely cheese pizza. Just for me." – Kevin

#### Online orders for frozen pizza and soft drinks over index with households who have kids

● No kids ● Kids



Source: 84.51° Stratum, Modality: Household Segmentation, L52 Weeks Ending 10-26-2024, 104 Week Continuous Panel, Online Only





## National Lampoon's Christmas Vacation - 1989

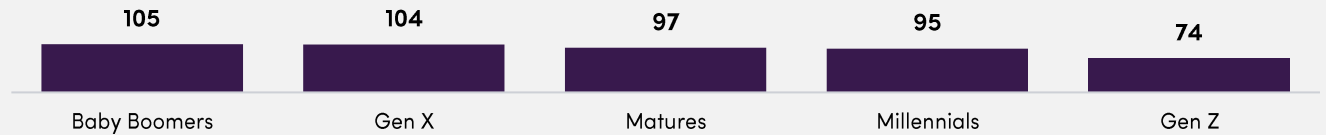
"Can I refill your eggnog for you?  
Get you something to eat?" – Clark Griswold

The Griswold family Christmas is a whirlwind of excitement and humor as Clark Griswold attempts to keep the holiday chaos under control. Armed with optimism (and questionable judgment) with cutting down a Christmas tree in the woods to setting up a dazzling light display outside their home, the Griswold's keep their unique holiday traditions alive.

And, of course, nothing says "holiday party" quite like a glass of eggnog—except maybe a spiked one! With the **84.51° Stratum's Profile: Household Segmentation** we can see who's picking up eggnog this season as well as what else shoppers are adding to their carts with **84.51° Stratum's Basket: Products Bought Together & Cross Shop: Product Interactions report**.

### Egg Nog is underdeveloped with younger generation shoppers

Index by generation

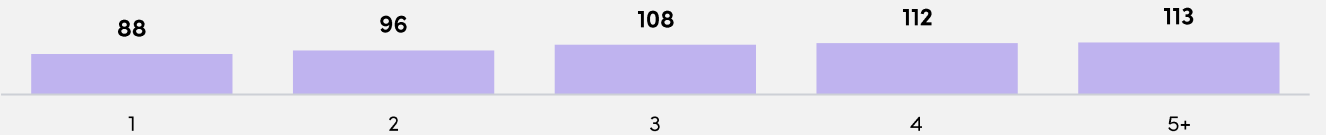


Source: 84.51° Stratum, Profile: Household Segmentation, L52 Weeks Ending 10-26-2024, HoH Generation



### Larger families are more likely to consume Egg Nog

Index by HH size



Source: 84.51° Stratum, Profile: Household Segmentation, L52 Weeks Ending 10-26-2024, Household Size



### Top 5 items that shoppers purchase in the same basket as Egg Nog:



1. Holiday (packaged candy)
2. Cranberry sauce
3. Stuffing mixes
4. Aerosol toppings
5. Spiral hams

Source: 84.51° Stratum, Basket: Products Bought Together, L52 Weeks Ending 10-26-2024, Top Sub-Commodities with Egg Nog



### Top liquors purchased with Egg Nog:



- |              |           |                            |
|--------------|-----------|----------------------------|
| 1.<br>Brandy | 2.<br>Rum | 3.<br>Spirits/<br>Cordials |
|--------------|-----------|----------------------------|

Source: 84.51° Stratum, Cross Shop: Product Interactions, Christmas 2023 (12-14-2023 – 12-28-2023)





## The Santa Clause - 1994

"Well, what's your diet like?" – Dr. Pete Novos

"Milk and cookies." – Scott Calvin [while turning into Santa Claus]

This charming holiday film about Scott Calvin, a single dad who accidentally finds himself taking on the role of Santa Claus, blends humor and holiday magic. Scott undergoes drastic changes – growing a white beard overnight, having new dietary needs and moving his entire life to the North Pole. Amongst a complete lifestyle change, he inevitably embraces his new destiny, learns valuable lessons about family and ultimately, understands the true spirit of Christmas.

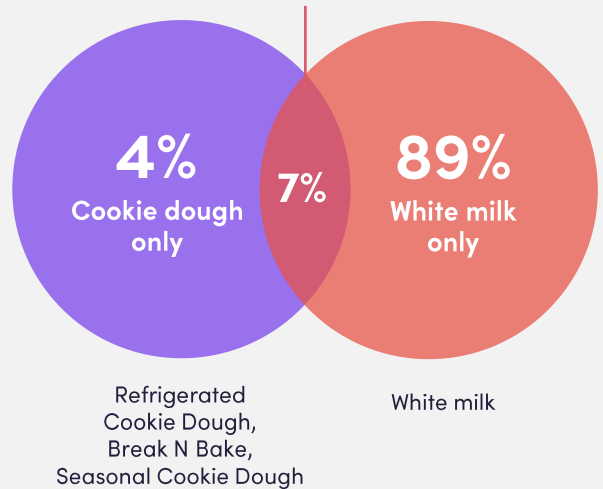
Santa's sleigh may be powered by the Reindeer, but nothing fuels him more than the milk and cookies duo. Let's use the **84.51° Stratum Cross Shop: 2 Way Venn Diagram** to see how many households are purchasing this holiday dynamic duo.

We will also utilize **84.51° Stratum KPI: Hour of the Day** report, to see what time of day shoppers are purchasing milk, as well as **84.51° Stratum's Cross Shop: Product Interactions** to show the top "mix ins" for holiday cookies!

### What are we feeding Santa – Milk, cookies, both?



Purchased both in the weeks leading up to Christmas

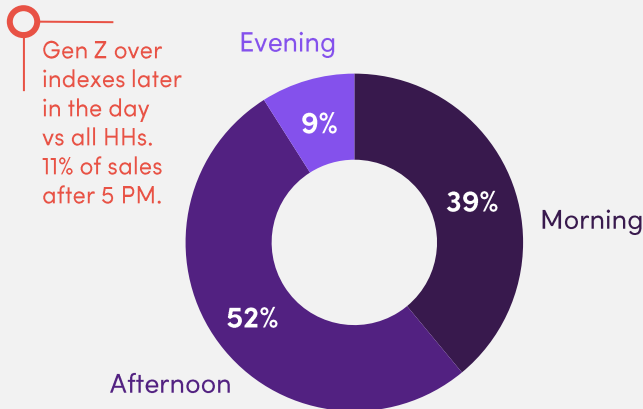


Source: 84.51° Stratum, Cross Shop: 2 Way Venn Diagram, Christmas 2023 (12-14-2023 – 12-28-2023), 52 Week Continuous Panel



### Who is making a last-minute dash to the store on Christmas Eve?

% of Sales by Daypart on Christmas Eve, All Households



Gen Z over indexes later in the day vs all HHs. 11% of sales after 5 PM.

Source: 84.51° Stratum, KPI: Hour of Day View, Day Ending 12-24-2023, 104 Week Continuous Panel, All Households



### Top "mix ins" for when shoppers purchase cookie dough ingredients (Butter, sugar, flour, baking powder, vanilla, eggs)

1. Bits & Morsels
2. Nut butters
3. Marshmallows
4. Baking nuts
5. Standard oatmeal

Most popular chocolate chip variety is semi-sweet, followed by milk chocolate and white chocolate

Source: 84.51° Stratum, Cross Shop: Product Interactions, Christmas 2023 (12-14-2023 – 12-28-2023), 104 Week Continuous Panel



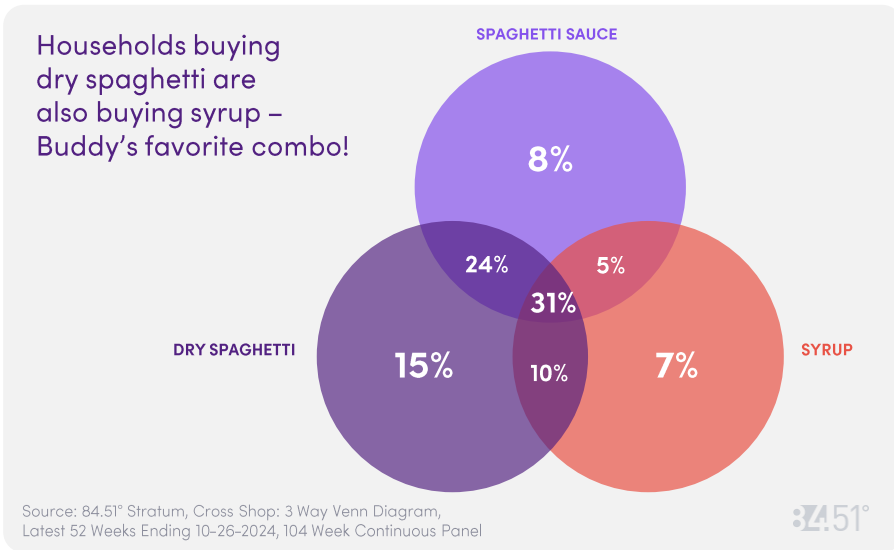


## Elf – 2003

“We elves try to stick to the four main food groups: candy, candy canes, candy corns and syrup.” – Buddy the Elf

In this instant Christmas classic, Buddy, a human raised by elves at the North Pole, travels to New York City to find his biological father. Innocent and hilariously naive, Buddy spreads Christmas cheer while navigating modern life and reconnecting with his family, ultimately saving Christmas with his infectious holiday spirit.

While in New York, Buddy’s sweet tooth quickly becomes prevalent with one of his favorite “meals” being spaghetti topped with maple syrup. Let’s utilize the **84.51° Stratum Cross Shop: 3-Way Venn Diagram** report to see the number of households that are buying Buddy’s favorite combo!



Household penetration on soft drinks is **91%** with an average of **21 trips/year in the category**

Source: 84.51° Stratum, KPI: Product by Measure, L52W Ending 11/9/24, 104 Week Continuous Panel

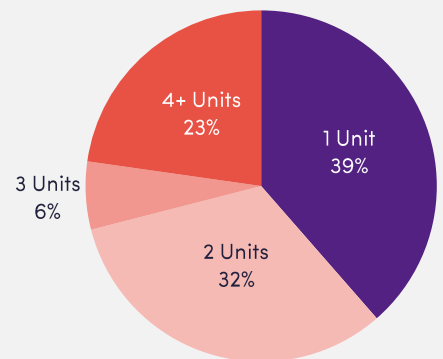
In one of the funniest scenes, Buddy chugs an entire 2-liter bottle of Coke in one go. During a meal with his new family, Buddy eagerly grabs the Coke bottle and downs it in seconds, visibly enjoying the sugar rush while everyone else watches, somewhat horrified. After he finishes, he lets out a loud, drawn-out burp that lasts several seconds, shocking his new family and leaving his younger brother Michael stunned.

Using **84.51°’s Stratum, Basket: Number of Products** report, let’s see how many 2 Liters shoppers are purchasing per trip.

In trips containing 2 Liter soda, how many 2 Liters are shoppers purchasing per trip?

**61%**

purchase 2 or more 2 Liter sodas /Trip



Source: 84.51° Stratum, Basket: Number of Products, L52W Ending 11/9/24, 104 Week Continuous Panel



## How the Grinch Stole Christmas - 2000

"I tell you Max, I don't know why I ever leave this place. I've got all the company I need right here." – The Grinch

This live remake follows the Grinch, a grouchy recluse in Who-ville, who despises Christmas and schemes to ruin it by stealing holiday decorations and gifts. But his encounter with little Cindy Lou Who sparks a change in his heart, leading him to discover the true spirit of Christmas.

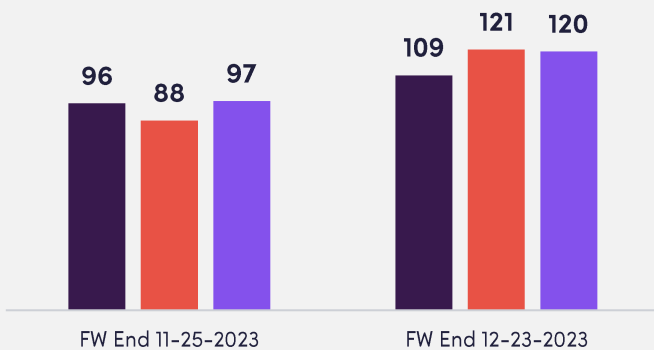
Always at the Grinch's side is Max, his small, scrappy dog who, despite the Grinch's grouchy and sometimes cruel behavior, remains devoted to him. Our furry friends are hoping for extra treats this holiday season. Let's use the **84.51° Stratum, KPI: Product by Time** report to see if there is an uptick in consumers with pets purchasing treats for their loyal companions!

### Cats and Dogs are getting more treats around Christmas time vs Thanksgiving!



● Own a Pet ● Cat Treats ● Dog Treats

HH Penetration Fiscal Week Index vs Annual Average



Source: 84.51° Stratum, KPI: Product by Time, Latest 52 Fiscal Weeks Ending 10-26-2024, All Households



### WHO-VILLE ROAST BEEF HASH

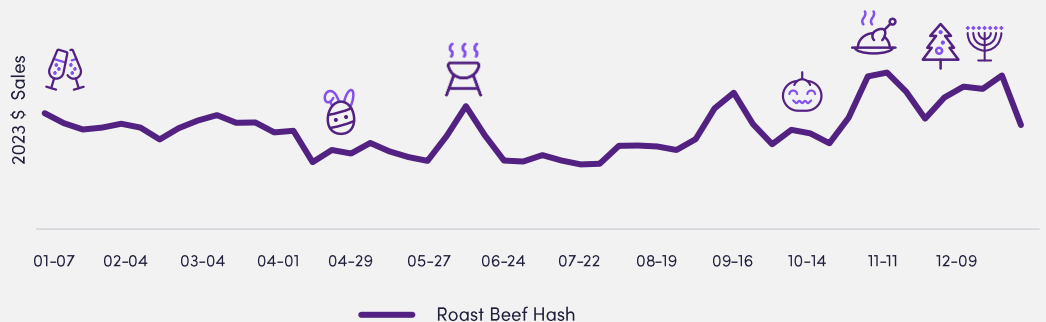
- 1 ½ cups roasted butternut squash
- 1 yellow onion, diced
- 1 green pepper, diced
- 1 to 1 ½ cups leftover, cooked roast beef, cubed (tri tip, brisket, pot roast will work)
- ¼ teaspoon thyme
- A few twists of black pepper
- Salt to taste

Roast the squash: Preheat oven to 425°. Peel and cube the squash. Drizzle with a little olive oil, sprinkle with Kosher salt, toss to coat. Arrange in a single layer on a baking sheet. Bake for 45 minutes turning 2 to 3 times during cooking.

"And he himself, the Grinch, carved the roast beast."

Are sales of Roast Beef Hash spiking around the Holidays? We use **84.51° Stratum's KPI: Product by Time** report to find out.

### Roast Beef Hash sales spike around the Holidays – especially Christmas!



Source: 84.51° Stratum, KPI: Product by Time, Fiscal Weeks 2023, All Households





## A Christmas Story – 1983

“Be sure to drink your Ovaltine. Ovaltine? A crummy commercial!” – Ralphie

This nostalgic comedy follows young Ralphie Parker, who dreams of getting a Red Ryder BB gun for Christmas. Set in the 1940s, the film humorously captures family life, holiday traditions, and childhood dreams, as Ralphie faces bullies, school, and his parents' holiday quirks—ultimately finding the magic of Christmas.

In one of the movie’s most iconic scenes, Ralphie eagerly sends away for a “Little Orphan Annie” secret decoder ring, which he receives in the mail. When he finally decodes his first secret message from the show, he's thrilled—until he realizes it's just an advertisement that says, “Be sure to drink your Ovaltine.”

Using **84.51° Stratum’s Basket: Products Bought Together & Profile: Household Segmentation**, we take a look at Ovaltine.

### Top categories shoppers purchase in the same basket as Ovaltine during the holidays

1. Hot Chocolate / Cocoa Mix
2. Malted Milk / Syrup
3. Tea bags
4. Marshmallows
5. Organic milk
6. Instant coffee



Source: 84.51° Stratum, Basket: Products Bought Together 12/14/23 – 12/28/23, Target Product Ovaltine; 104 Week Continuous Panel

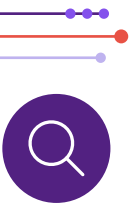


### What sets apart an Ovaltine shopper from Hot Cocoa?

As compared to households purchasing Hot Cocoa, the Ovaltine shopper is more likely to be...

	<b>60+ YEARS OLD</b>	<b>LOW PRICE SENSITIVE</b>	<b>HAVE A PET</b>	<b>HIGH FOCUS ON HEALTH</b>	<b>HIGH ENGAGEMENT IN NATURAL / ORGANIC</b>
<i>Index Ovaltine Shoppers vs Hot Cocoa</i>	<b>104 – 107</b>	<b>111</b>	<b>118</b>	<b>130</b>	<b>139</b>

Source: 84.51° Stratum, Profile: Household Segmentation, Ovaltine benchmarked vs 028 Cocoa Mix, Latest 52 Weeks Ending 11–09–2024, 104 Week Continuous Panel



BE SURE TO USE YOUR

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# STRATUM

84.51° Stratum is powered by transaction data from 62 million households representing 95% of Kroger sales. Bring insights to life and better identify performance and shopper behavior. Modality Insights provide new segmentations—high, medium or low online engagement—to better understand ecommerce adoption.

## YOUR CHALLENGES:

## 84.51° STRATUM SOLUTIONS

1. Which products are top performers within a specific level of the product hierarchy?
2. How often do the households most loyal to Pickup shop my brand/ category across modalities?
3. How does my product compare to a benchmark (household index)?
4. What products are purchased together on the same trip?
5. What overlaps and interactions occur between products, brands, or manufacturers?
6. What brand associations exist between brand groups that are not necessarily purchased in the same trip?
7. How do seasonality and promotions affect my products?
8. Which hours (or dayparts) do certain products perform best?

1. **KPI: Top Products** report helps identify top performing products based on a key measure.
2. **Modality Segmentations** (Pickup, Delivery, and Ecommerce) help you understand household engagement with any loyalty to these modalities.
3. **Profile: Household Segmentation** reports allow you to understand which household segmentations buy your products and how that indexes to a benchmark.
4. The **Basket: Products Bought Together** report identifies products most likely bought in the same trip with your product.
5. **Cross Shop: Products interactions** enables you to identify 2-way interactions across multiple products.
6. The **Cross Shop: 2- Way Venn Diagram** shows a detailed view of how two products overlap, or **Cross Shop: 3-Way Venn Diagram** for how three products overlap.
7. The **KPI: Product by Time** report shows product performance and trends over time.
8. **KPI: Hour of Day View** helps to visualize product performance by hour of day or daypart.

Submit potential topics for future Consumer Digest editions by emailing [consumerdigest@8451.com](mailto:consumerdigest@8451.com)